



ORDER

Flight Dates **10/11/12-10/17/12**

Contract / Revision **314314 /**

Original Date / Revision
10/09/12 10/09/12

Advertiser **House Majority PAC**

Agency **Waterfront Strategies**

Buying Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Product

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **2026**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 15% Market Value 196000

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	20%	39200
KPNX	20%	39200
KPPX	%	0
KSAZ	25%	49000
KTVK	20%	39200
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	18	\$24,990.00	\$29,400.00	0.00
Totals	18	\$24,990.00	\$29,400.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/17/12	18	\$24,990.00	\$29,400.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KNXV	10/11/12	10/12/12	M-F 9am-10am Sonoran Living	CM	9am-10am	---TF--	:30	1	\$250.00	P-2	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	---TF--	1		\$250.00		0.00					
N 2	KNXV	10/15/12	10/17/12	M-F 9am-10am Sonoran Living	CM	9am-10am	MTW----	:30	1	\$250.00	P-2	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	MTW----	1		\$250.00		0.00					
N 3	KNXV	10/11/12	10/12/12		CM	10am-11am	---TF--	:30	1	\$700.00	P-3	0.00 NM	1	\$700.00



KNXV

Print Date: 10/09/12

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Contract / Revision **314314** Flight Dates **10/11/12-10/17/12**

Hiatus Dates

Original Date / Revision 10/09/12/ 10/09/12

Order Sep 00:20:00

Advertiser **House Majority PAC** Product

Estimate # **2026**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 10am-11am The View											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	---TF--					1	\$700.00		0.00			
N 4	KNXV	10/15/12	10/17/12	M-F 10am-11am The View	CM	10am-11am	MTW----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTW----					1	\$700.00		0.00			
N 5	KNXV	10/11/12	10/12/12	M-F 12pm-1pm The Chew	CM	12pm-1pm	---TF--	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	---TF--					1	\$400.00		0.00			
N 6	KNXV	10/15/12	10/17/12	M-F 12pm-1pm The Chew	CM	12pm-1pm	MTW----	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTW----					1	\$400.00		0.00			
N 7	KNXV	10/11/12	10/12/12	M-F 1pm-2pm Right This Minute	CM	1pm-2pm	---TF--	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	---TF--					1	\$300.00		0.00			
N 8	KNXV	10/15/12	10/17/12	M-F 1pm-2pm Right This Minute	CM	1pm-2pm	MTW----	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTW----					1	\$300.00		0.00			
N 9	KNXV	10/11/12	10/12/12	M-F 2pm-3pm General Hospital	CM	2pm-3pm	---TF--	:30	1	\$800.00	FX	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	---TF--					1	\$800.00		0.00			
N 10	KNXV	10/15/12	10/17/12	M-F 2pm-3pm General Hospital	CM	2pm-3pm	MTW----	:30	1	\$800.00	FX	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTW----					1	\$800.00		0.00			
N 11	KNXV	10/13/12	10/13/12	PR Various Non-Net 2 PR Various Non- Net 2	CM	9-10pm	-----S-	:30	1	\$1,400.00	P-6	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-					1	\$1,400.00		0.00			
N 12	KNXV	10/15/12	10/15/12	Monday 7-9pm Monday Prime 7-9pm	CM	7pm-9pm	M-----	:30	1	\$8,500.00	P-3	0.00	NM	1	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----					1	\$8,500.00		0.00			
N 13	KNXV	10/12/12	10/12/12	Friday Prime C Friday Prime C	CM	9pm-10pm	----F--	:30	1	\$3,400.00	P-3	0.00	NM	1	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	----F--					1	\$3,400.00		0.00			
N 14	KNXV	10/11/12	10/12/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	---TF--	:30	1	\$2,000.00	FX	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	---TF--					1	\$2,000.00		0.00			
N 15	KNXV	10/15/12	10/17/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	MTW----	:30	1	\$2,000.00	FX	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTW----					1	\$2,000.00		0.00			



KNXV

Print Date: 10/09/12

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**KNXV-TV
PHOENIX**Contract / Revision **314314** Flight Dates **10/11/12-10/17/12**Hiatus DatesOriginal Date / Revision 10/09/12/ 10/09/12Order Sep 00:20:00Advertiser **House Majority PAC** ProductEstimate # **2026**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 15	KNXV	10/15/12	10/17/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	MTW----	:30	1	\$2,000.00	FX	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTW----					1	\$2,000.00		0.00			
N 16	KNXV	10/14/12	10/14/12	Sunday Prime C Sunday Prime C	CM	8pm-9pm	-----S	:30	1	\$7,000.00	P-3	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$7,000.00		0.00			
N 17	KNXV	10/11/12	10/12/12	M-F 1206am-110am Katie - Repeat	CM	1206am-106am	---TF--	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---TF--					1	\$100.00		0.00			
N 18	KNXV	10/15/12	10/17/12	M-F 1206am-110am Katie - Repeat	CM	1206am-106am	MTW----	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTW----					1	\$100.00		0.00			
Totals														18	\$29,400.00